REMARKS

Claims 79-150 have been cancelled from the application, and new claims 151-241 have been substituted therefore. No new matter has been added. It is to be noted that claims 79-150 were not canceled for purposes relating to patentability. Rather, claims 151-241 are being substituted for claims 79-150 for purposes of clarification, and in order to present to the examiner a clean set of claims which reflect all of the presently presented claim futures.

During a telephonic interview between the undersigned attorney and the examiner on January 26, 2006, the various rejections of the claims were discussed with respect to the present invention and the cited prior art references. Additionally, features relating to newly proposed claim language were discussed with respect the cited prior art references. A summary of the telephonic interview is presented below. At the conclusion of the interview, it was agreed that the combination of features as defined in independent claim 151 is not anticipated by either Hoyle (US 6,141,010), Yoneda (US 6,785,740) or McBrearty (IS 6,848,077). Additionally it was agreed that the combination of features as defined in claim 151 below is not obvious in view of Hoyle in combination with Yoneda.

With regard to the examiner's rejection of the claims on page 2 of the office action under 35 USC Section 103 based upon the combination of Hoyle and McBrearty, this rejection is respectfully traversed for several reasons.

First, it is noted that one aspect of the present invention is directed to a context-based advertising technique in which selected text from a web page (which is to be displayed on a client system) is identified, marked up, and linked to additional information relating to the advertiser's product. As a result, the web page which is displayed to the user on the client system may include additional hyperlinks which were generated using the context-based advertising technique of the present invention.

In contrast, McBrearty is directed to a technique for providing a user with a means for predetermining subject matter, terms and words for which the user desires to have hyperlinks in a received Web document. In this way, McBrearty provides a technique for allowing a user to display in the received Web document, multiple hyperlinks for each predetermined term of interest to thereby substantially reduce the user's browsing through several levels of Web documents in pursuit of topics of interest.

McBrearty 1:45-2:5 states:

Web documents or pages have hyperlinks setting forth terms and topics which the user may interactively click on or select to access other Web documents which, in turn, respectively have their own hyperlinks selectable by the user to access the next Web documents. Thus, browsing through Web documents often involves the time consuming process of following a thread of hyperlinked Web documents through several levels of hyperlinks, then backing up to a Web document at an earlier level, selecting another hyperlink in that document and then following another thread of hyperlinked documents through several levels.

Web developers and users are continually seeking implementations to make this Web document browsing process less cumbersome and more user friendly.

SUMMARY OF THE PRESENT INVENTION

The present invention addresses these user needs by providing the user and developer with an implementation providing the user with a means for predetermining subject matter, terms and words for which the user desires to have hyperlinks in a received Web document. It further provides for displaying in the received Web document, multiple hyperlinks for each predetermined term of interest to thereby substantially reduce the user's browsing through several levels of Web documents in pursuit of topics of interest.

From this teaching it is clear that one problem to be solved in McBrearty is the ability to make Web document browsing process less cumbersome and more user friendly. One solution proposed by the technique of McBrearty is to allow the user to restrict the display of hyperlinks of a retrieved webpage to subject matter, terms and words selected by the user. As a result, the technique of McBrearty teaches away from the technique of the present invention since, for example, McBrearty is directed to a technique for limiting or reducing displayed hyperlinks in a web document to those relating to subject matter, terms and words selected by the user, while at least one embodiment of the present invention is directed to a technique for generating additional displayed hyperlinks in a web document relating to keywords or categories selected by an advertiser.

Further it is submitted that McBrearty teaches away from the teachings of both Hoyle and Yoneda. For example, both Hoyle and Yoneda are also directed to advertising techniques in which a portion of a document is analyzed using selected keyword information that has been

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provided by the advertiser. If it is determined that the document includes text relating to the selected keyword information, additional information (e.g., advertising related information) may be displayed to the user. However, McBrearty specifically <u>teaches away</u> from the techniques of both Hoyle and Yoneda by explicitly teaching that the <u>user</u> is provided with a means for predetermining subject matter, terms and words for which the user desires to have hyperlinks in a received Web document. (see e.g., McBrearty 1:62-67, 6:7-21) Based on this explicit teaching of McBrearty, it is submitted that one having ordinary skill in the art would not be motivated to combine the teachings of McBrearty with that of Hoyle or Yoneda.

Moreover, even if one were to combine the teachings of McBrearty with that of Hoyle or Yoneda, the resulting device would not function in substantially the same way to produce substantially the same results as the present invention as defined, for example, in claim 151 of the present application. For example, because McBrearty is directed to a technique for limiting or reducing displayed hyperlinks in a web document to those relating to predefined words and terms of interest selected by the user, even if text in the web document were identified as being related to advertiser keyword information, the identified text would not be marked up as a hyperlink and displayed to the user unless such identified text also related to the predefined words and terms of interest selected by the user, as required by the explicit teaching of McBrearty. Accordingly, it is submitted that one having ordinary skill in the art would not be motivated to combine the teachings of McBrearty with that of Hoyle, Yoneda or other prior art references relating to advertising techniques in which a portion of a document is analyzed using selected keyword information that has been provided by the advertiser.
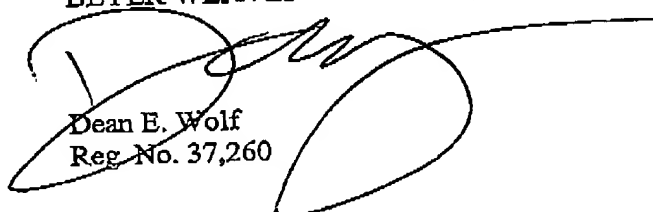
Independent claims 186, 195, 229, 237, 240 and 241 include language defining one or more features which are similar to those defined in claim 151. Accordingly, it is submitted that claims 186, 195, 229, 237, 240 and 241 are neither anticipated by or obvious in view of the cited prior art references, and are therefore believed to be allowable. Additionally, each of the presently pending dependent claims is also believed to be allowable since it depends upon a respective independent claim.

The additional limitations recited in the independent claims or the dependent claims are not further discussed as the above-discussed limitations are clearly sufficient to distinguish the claimed invention from the cited prior art references, either separately or in combination thereof.

Because claims 151-241 are believed to be allowable in their present form, many of the examiner's rejections in the Office Action have not been addressed in this response. However, applicant respectfully reserves the right to respond to one or more of the examiner's rejections in subsequent amendments should conditions arise warranting such responses.

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Applicant believes that all pending claims are allowable. Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set out below.

Respectfully submitted,
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